Diet & Nutrition Apps Market Size Analysis, Growth Trends & Forecast to 2033

M2Square Consultancy

Diet & Nutrition Apps Market Size and Forecast (2025 - 2033), Global and Regional Growth, Trend, Share and Industry Analysis Report Coverage: By Platform (iOS, Android and Web-based applications); By Revenue Model (Free, Freemium, Subscription-based, One-time purchase and Enterprise licensing); By Type of App (Calorie Tracking Apps, Meal Planning Apps, Diet-Specific Apps, Nutrition Coaching Apps, Food Scanner & Label Readers, Supplement & Vitamin Trackers and Others); By Target Audience (General Health Enthusiasts, Athletes & Fitness Enthusiasts, People with Medical Conditions, Pregnant Women or Specific Life Stages, Children or Teenagers and Others) and Geography

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Phone (IN): +91 8097 874 280
Phone (US): +1 929 447 0100
Website: m2squareconsultancy.com
Email: sales@m2squareconsultancy.com

Diet & Nutrition Apps Market Report Description:

Diet & Nutrition Apps Market size is projected to witness significant growth between 2025 and 2033, driven by rising health consciousness has led to the adoption of diet and nutrition apps across the globe. Valued at approximately USD 2.4 billion in 2025, the market is expected to soar to USD 8.0 billion by 2033, reflecting a strong compound annual growth rate (CAGR) of 16.6% over the next ten years.

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Diet & Nutrition Apps Market – Dominated by Leading Companies :

- MyFitnessPal
- Noom
- Lifesum
- Lose It!
- Cronometer
- Yazio
- Ate Food Diary
- Yuka
- Carb Manager
- MyNetDiary
- Others

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Email: sales@m2squareconsultancy.com

Global Diet & Nutrition Apps Market – Analysis By Region

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On the basis of geography, the market is segmented into five main regions:

- **North America (**US, Canada**)**
- **Europe (**UK, Germany, France, Italy, Spain, Switzerland, Rest of Europe**)**
- **APAC (**China, India, Japan, South Korea, Australia, Rest of APAC**)**
- **Latin America (**Mexico, Brazil, Argentina, Rest of LATAM**)**
- **Middle East and Africa (**Saudi Arabia, UAE, South Africa, Rest of MEA**)**

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Email: sales@m2squareconsultancy.com

About the M2Square Consultancy

We cater to a wide range of industries by delivering customized solutions, strategic insights, and innovative support that help organizations grow, adapt, and lead in their respective sectors. Here's a brief overview of key industries we work with

Email: sales@m2squareconsultancy.com

Phone (IN): +91 80978 74280

Phone (US): +1 929 447 0100